

Another very remarkable case of suggestion is furnished by modern advertisements. They are adroitly planned to touch the mind of the reader in a way to get the reaction which the advertiser wants. The advertising pages of our popular magazines furnish evidence of the faiths and ideas which prevail in the masses.

27. Suggestion and criticism. Suggestion is a legitimate device, if it is honestly used, for inculcating knowledge or principles of conduct; that is, for education in the broadest sense of the word. Criticism is the operation by which suggestion is limited and corrected. It is by criticism that the person is protected against credulity, emotion, and fallacy. The power of criticism is the one which education should chiefly train. It is difficult to resist the suggestion that one who is accused of crime is guilty. Lynchers generally succumb to this suggestion, especially if the crime was a heinous one which has strongly excited their emotions against the unknown somebody who perpetrated it. It requires criticism to resist this suggestion. Our judicial institutions are devised to hold this suggestion aloof until the evidence is examined. An educated man ought to be beyond the reach of suggestions from advertisements, newspapers, speeches, and stories. If he is wise, just when a crowd is filled with enthusiasm and emotion, he will leave it and will go off by himself to form his judgment. In short, individuality and personality of character are the opposites of suggestibility. Autosuggestion properly includes all the cases in which a man is "struck by an idea," or "takes a notion," but it is more strictly applied to fixed ideas and habits of thought. An irritation suggests parasites, and parasites suggest an irritation. The fear of stammering causes stammering. A sleeping man drives away a fly without waking. If we are in a pose or role, we act as we have heard that people act in that pose or role.<sup>1</sup> A highly trained judgment is required to correct or select one's own ideas and to resist fixed ideas. The supreme criticism is criticism of one's self.

28. Folkways due to false inference.

Furthermore, folkways have been formed by accident, that is, by irrational and incongruous action, based on pseudo-knowledge. In Molemba a pestilence broke out soon after a Portuguese had died there. After

that the natives took all possible measures not  
to allow any  
white man to die in their count<sup>TM 2</sup> On the  
Nicobar islands  
some natives who had just begun to make  
pottery died. The  
art was given up and never again attempted.<sup>3</sup>  
(White men gave  
to one Bushman in a kraal a stick ornamented  
with buttons as  
a symbol of authority. The recipient died  
leaving the stick to

<sup>1</sup> Lefevre, *Suggestion*, 98.  
*Salvador*<sup>^</sup> 104.

<sup>2</sup> Bastion, *San*

<sup>8</sup> Ratzel, *Anthf&pogeog.*, II, 699.